



PHILIPPINES

Market Fact Sheet

The Philippines is the 9th largest agricultural export market of the United States and the top in Southeast Asia, with \$3.6 billion in total export value in 2021.

The country is on track to re-emerge as an upper-middle-income country in 2022, as the economy is poised to reach pre-pandemic levels.

Quick Facts CY 2022

Demographics

- 113 million population (Jan 2022 est.)
- 1.63% population annual growth (Dec 2021 est.)
- 52% under 24 years old & median age of 24 years old
- 48% urbanization rate

Gross Domestic Product (GDP)

- GDP: \$428 billion (est.)
- GDP growth rate: 6% (est.)
- GDP per capita: \$3,859 (est.)
- GDP PPP: \$1,110 billion (est.)

Top WA-Origin Food and Agricultural Exports to the Philippines in 2021



Wheat



French Fries, Frozen



Dairy



Animal/Pet Feed Preparations



Beef



Meat Meal



Other F&B Preparations



Apples



Potatoes, Fresh



Pulses

Key Players

Retailers: SM, Robinson's, Puregold, Metro, Gaisano, Landmark, S&R, Landers, 7-Eleven, Alfamart, Ministop, FamilyMart, All Day, and Lawson

Fast Food Chains: Jollibee, KFC, McDonald's, Chowking, and Shakey's

F&B Manufacturers: Nestle, San Miguel Brewery, Universal Robina, Coca-Cola, Monde Nissin, Zenith Foods, Century Pacific Food, Ginebra San Miguel, Pepsi-Cola, Cargill



Advantages and Challenges



- The recent national elections boosted the economy, improving consumer confidence and household spending.
- F&B retailers continue to expand in residential areas and provinces.
- Premiumization trends continue. Imported food brands offering more product value and healthier options remain in demand for the upper-class and the growing middle-class consumers.
- Government efforts to boost e-commerce, coupled with **75% of households having access to mobile internet** make the Philippines a fast-growing retail e-commerce market.



- Heightened inflation impacting prices of F&B products. This is caused by global shipping issues (e.g., congested ports and container shortage) and the Russia-Ukraine war that disrupted the supply of wheat and oil products and escalated global shipping and other transportation costs.
- Low foot traffic continues to limit growth for F&B retailers near schools and offices.

Best Product Prospects for U.S. Consumer Oriented Products

- Cheese, milk, and cream
- Meat and poultry
- Sausages and hams
- Food preparations
- Sauces and condiments
- Fresh and dried fruits
- Fresh and dried vegetables
- Biscuits, cookies, and baked products
- Mixes and doughs
- Peanuts and nuts
- Chocolate and other cocoa preparations
- Non-alcoholic beverages and other beverages
- Dog and cat food



Sources

Top WA-Origin Food and Agricultural Exports to the Philippines in 2021: WISER Trade; Wheat numbers from USDA, U.S. Wheat Associates, and Washington Grain Commission
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